

CLAIMS:

What is claimed is:

1. A method of using a trigger in a video stream to access preferred information for displaying targeted information with a video signal comprising:
 - obtaining said preferred information;
 - 5 obtaining a list of addresses of said targeted information;
 - receiving said trigger;
 - selecting an address from said list of addresses of said targeted information based upon said trigger and said preferred information;
 - obtaining said targeted information using said address;
 - 10 combining said targeted information with said video signal for display.
2. The method of claim 1 further comprising:
 - storing said preferred information at a viewer location.
3. The method of claim 2 further comprising:
 - storing said list of addresses of said targeted information at said viewer location.
4. The method of claim 1 further comprising:
 - storing said preferred information at an upstream source.
5. The method of claim 4 further comprising:
 - storing said list of addresses of said targeted information at said upstream source.

6. The method of claim 1 further comprising:
 - storing said list of addresses by category and identification information;
 - storing said preferred information by category information;
 - 5 determining category and identification information of said trigger.
7. The method of claim 6 wherein said step of selecting an address further comprises:
 - selecting said address of said targeted information using said category information of said preferred information, and said category and identification information of said list of addresses and said trigger.
 - 5
8. The method of claim 1 wherein said step of combining further comprises:
 - generating a targeted video signal from said targeted information;
 - combining said targeted video signal with said video signal to generate a combined video signal.
9. The method of claim 1 wherein said step of combining further comprises:
 - generating an interactive page from said targeted information.
10. The method of claim 9 wherein said step of combining further comprises:
 - combining said interactive page with said video signal.
11. A method of using a trigger from a group of multiple triggers that are associated with a video signal to access preferred information for display of targeted information with a video signal comprising:
 - obtaining said preferred information;
 - 5 obtaining a list of addresses of said targeted information;
 - receiving said multiple triggers;
 - selecting an address from said list of addresses by comparing said multiple triggers with said preferred information;

obtaining said targeted information using said address;
combining said targeted information with said video signal for
display.

12. The method of claim 11 further comprising:
storing said list of addresses by category and identification
information;
storing said preferred information by category information;
determining category and identification information of said trigger.

13. The method of claim 12 wherein said step of selecting an address further
comprises:

selecting said address of said targeted information using said
category information of said preferred information, and said category and
identification information of said list of addresses and said trigger.

14. The method of claim 11 wherein said step of combining further comprises:
generating a targeted video signal from said targeted information;
combining said targeted video signal with said video signal to
generate a combined video signal.

15. The method of claim 11 wherein said step of combining further comprises:
generating an interactive page from said targeted information.

16. The method of claim 11 further comprising:
storing said preferred information.

17. A system for displaying targeted information with a video stream
comprising:
a trigger embedded in said video stream;
a decoder that separates said trigger from said video stream;

5 preferred information storage that stores preferred information;
address storage that stores a plurality of addresses of said targeted
information;

a processor that selects at least one address from said plurality of
addresses based upon said trigger and said preferred information and
10 obtains said targeted information using said address;

a combiner that combines said targeted information with said video
signal for display.

18. The system of claim 17 wherein said combiner comprises:

a video combiner that combines video signals to generate a
combined video signal.

19. The system of claim 17 wherein said combiner comprises:

a combiner that combines HTML pages with a video signal.

20. The system of claim 17 wherein said decoder, said preferred information
storage, said address storage, said processor and said combiner are all
located at a viewer's location.

21. The system of claim 17 wherein said decoder, said preferred information
storage, said address storage, said processor and said combiner are all
located at an upstream source.

22. A method of using triggers in a video stream to access preferred
information for displaying targeted information with a video signal
comprising:

obtaining said preferred information;

5 receiving said triggers;

comparing said triggers to said preferred information;

selecting addresses from said triggers that correspond to said
preferred information;

obtaining said targeted information using said addresses;
combining said targeted information with said video signal for
display.

23. The method of claim 1 further comprising:
storing said preferred information at a viewer location.
24. The method of claim 2 further comprising:
storing said targeted information at said viewer location.
25. The method of claim 1 further comprising:
storing said preferred information at an upstream source.
26. The method of claim 4 further comprising:
storing said targeted information at said upstream source.
27. The method of claim 1 further comprising:
classifying said preferred information by key words;
classifying said triggers by key words;
selecting addresses from said triggers by comparing key words of
said preferred information and said triggers.
28. The method of claim 1 wherein said step of combining further comprises:
generating a targeted video signal from said targeted information;
combining said targeted video signal with said video signal to
generate a combined video signal.
29. The method of claim 1 wherein said step of combining further comprises:
generating an interactive page from said targeted information.

30. The method of claim 9 wherein said step of combining further comprises:
combining said interactive page with said video signal.